Claims:

1. A wireless server system comprising:

an applications content selection module for providing wireless applications content parameters pertinent to a type of wireless client; and

a plurality of applications content provider service, in response to receiving a particular client type associated with a particular wireless client for dynamically presenting authorized content in a format suitable to said wireless client based on said particular client type, and

wherein said plurality of application content provider service is also for formatting selected content to said particular wireless client for presentation thereto.

- 2. The wireless server system of Claim 1, further comprising an applications content available module coupled to said content selection module for determining whether content selected by said particular wireless client is available to the server system for delivery to said particular wireless client.
- 3. The wireless server system of Claim 1, further comprises an automatic client detection service for automatically detecting and providing client type information of said particular wireless client.
- 4. The wireless server system of Claim 3, wherein said particular client provides a service request to determine the type of content to be delivered to said particular client.

5. The wireless server system of Claim 4, wherein said service request includes header information, which identifies the class type of, said particular client.

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- 6. The wireless server system of Claim 3, wherein said content is provided in response to said particular client if said content is authorized for delivery to said particular client and available to the server system.
- 5 7. The wireless server system of Claim 6, wherein said applications content provider module formats content specific to client type information provided by said particular client.
 - 8. The wireless server system of Claim 7, wherein said particular client is a hand-held device.
 - 9. The wireless server system of Claim 8, wherein said particular client is a wireless phone.
 - 10. A client aware applications content selection and retrieval system in a wireless network, comprising:

a wireless server;

a plurality of classes of wireless clients, each of said classes of wireless clients comprising unique identification parameters; and a client aware content selection service for providing content selection and retrieval procedures in response to client type identifications of content accesses requests from said wireless clients.

25 11. The client aware content selection and retrieval system of Claim 10, further comprising a content provider module coupled to said content selection service

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for delivering content selected by said wireless client in a format suitable for said wireless client.

- 12. The client aware content selection system of Claim 11, wherein the content provider module includes a plurality of content provider logic for formatting content specific to a wireless client type.
- 13. The client aware content selection system of Claim 12, wherein said content provider module is extensible to dynamically format client specific content during said client run-time.
- 14. The client aware content selection system of Claim 11, further comprising a content availability module coupled to said selection module to determine a content specific request from said wireless client is available to said server system for delivery to said wireless client.
- 15. The client aware content selection system of Claim 14, wherein said content is provided in response to said particular client if said content is authorized to said particular client and is available to said particular client.

16. A wireless server, comprising:

a client content provider service for providing information to a client in a client aware fashion based on selectedness, presentability and availability for each respective client type; and

a profile service logic for storing client profile information for said clients accessing said wireless server.

17. The wireless server of Claim 16, wherein said client content provider comprises a plurality of content provider logic for presenting content suitably formatted for said client.

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- 18. The wireless server of Claim 17, wherein content provider further comprises content presentation service for formatting and presenting content suitable for display in a client aware manner.
- 19. The wireless server of Claim 18, wherein said content presentation service comprises a user interface for supporting a variety of wireless devices connecting to said wireless server.
 - 20. The wireless server of Claim 19, wherein said user interface includes a wireless markup language interface.
 - 21. The wireless server of Claim 20, wherein said user interface further includes a wireless handheld markup language.
- 20 22. The wireless server of Claim 18, wherein said content presentation service is extensible to dynamically include run-time content parameters unique to said client.
- 23. The wireless server of Claim 16, wherein said profile service comprises
 25 selection logic for selecting content pertinent and uniquely identifiable to said client.

24. The wireless server of Claim 16, wherein said profile service further comprise availability logic for determining whether content selected by said client is available for presentation to said client.